

# ICAPE GROUP INVESTS IN SWEDEN



With 17 business units worldwide, 370 employees including 210 high skilled employees in Asia and a forecast of USD 140 million, ICAPE Group is now investing massively on the Swedish market of electronics, Technical Parts and PCB with an amazing and talented team with almost 100 combined years of experience!

The highest labor cost on the European continent is in Northern Europe. Sweden takes fourth place in EU labor cost rankings. For the PCB industry, this is a breaking point, as customers always want lower prices while increasing their quality expectations. In Sweden, the electronics industry is geared towards high technology with many EMS companies involved in the medical, robotic, camera and metering fields: "The Swedish electronics industry is losing local mass production due to the high labor cost, but R&D remains important which requires very advanced technical parts. This market trend fits ICAPE Group capabilities perfectly as we can provide HDI boards that are then subjected to a full in-house laboratory analysis for compliance and suitability for use.", said Arne Edberg from ICAPE Group. «There is still PCB production in Sweden, but the Nordic market requires quality and technology that only Asian plants can currently provide. ICAPE Group can provide the right boards in a few days, control quality in our own laboratories and of course, handle big calls with mass production in Asia.»

## An ambitious project

To be competitive in this complex global situation, ICAPE Group has chosen to invest this territory with two of Sweden's most experienced experts. Arne Edberg and Arne Rasand have known each other since their beginnings in the PCB industry in the early 90's. Arne Edberg worked as a production manager in a PCB company and Arne Rasand in the purchasing department of another PCB company. Along the journey, they helped each other succeed in their previous jobs and decided to join forces with this ambitious project with ICAPE Group in Sweden. Their skills, their understanding of the market and their missions

are complementary. Under the management of Loïc Pasco, who has spent all his life in the PCB industry, as sales manager, technical director and marketing director, this project aims to succeed: «For next year, we are aiming for a revenue of USD 1 million and the goal for tomorrow is to be in the top 3 of the Swedish PCB and Technical Parts markets. Our strength is that we are not only experts in PCB, but also in technical parts and we can provide experts advice on prototypes and projects.» Arne Rasand also wants to achieve big goals in the future: «The Swedish electronics market is worth around USD 80 million, and our goal is to reach 10% of the market in the coming years. If we do that, we would be in the top 3 in Sweden.» For 2019, the target of 2 million electronic parts delivered will be reached since ICAPE group already has some customers in Northern Europe, including one with considerable orders. With this new team they plan a growth of 30% each year.

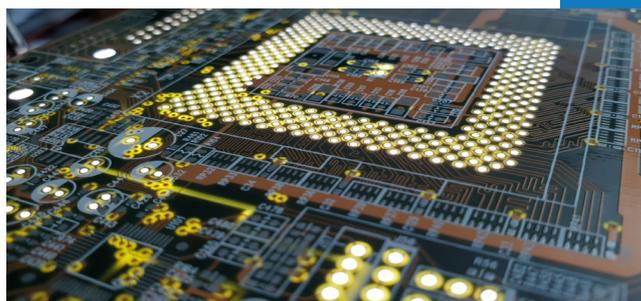


**LOÏC PASCO**  
MARKETING  
DIRECTOR

«Sweden is a great challenge for this new but senior team, for me and for ICAPE Group. In this High Tech market, we want to put our

expertise to provide the best expert services in the country. Since 1999, ICAPE Group has developed a strong knowledge of the Asian PCB industry. We

selected the best, most responsible and sustainable factories in the Asian continent»



**« In Sweden, the electronic market is going High Tech with more R&D and prototypes»**